CLARA TSE

eLearning rockstar, online marketer, freelance designer, application support and training.
Passionate about design and social media, I am a creative thinker, eager learner, committed worker and a team player.

+61 432 951 661 | contact@claratse.com | http://claratse.com

>> EDUCATION

MAR 2013 — CURRENT
▶ Master of Interactive Multimedia
UNIVERSITY OF TECHNOLOGY, SYDNEY

COMMENDATION: Membership of the Dean's List 2014
ELECTIVES: Digital and Multiplatform Storytelling, Cloud Computing, Routing and Internetworks, Unix Systems Programming

MAR 2010 — NOV 2012
▶ Bachelor of Information Technology
UNIVERSITY OF TECHNOLOGY, SYDNEY

Awarded BIT Scholarship
COMMENDATION: Membership of the Dean's List 2011
Invited to join Golden Key International Honour Society
ELECTIVES: Digital Multimedia, Management Skills, Mobile Networking, Marketing Foundations

>> CORPORATE EXPERIENCE

MAR 2014 — CURRENT
▶ E-Learning Designer/Developer, Application Support and Lectora Trainer
ITC LEARNING AUSTRALASIA

Graphics design; high level information design; e-Learning development in Lectora Inspire and custom coded solutions; e-mail, phone-based and face to face support; design and facilitation of group, individual and online training.

NOV 2013 — APR 2014
▶ Marketing Assistant
RELIVIT PTY LTD

Drafting online article and media releases; drafting and designing of e-Newsletters; website updates; posters and publication design; animation in Adobe Flash.

JAN 2012 — JUL 2012
▶ Social Intelligence Analyst/BIT Intern
HEWLETT-PACKARD ENTERPRISE SERVICES

Software research and recommendations; financials; user acceptance testing; graphics design for printed publications; corporate presentations and documentation.

JUL 2010 — DEC 2010
▶ Project Administrator/BIT Intern
IBM GLOBAL SERVICES, AUSTRALIA

Access control and resource management; document collation and maintenance; meeting minutes; project documentation; helpdesk.

>> SKILLS

▶ Transferable Skills

KEY SKILLS: Professional communication with team members as well as clients to clarify project specifications or to resolve support issues; collaborates well in teams but also capable of individual, self-directed work; effective problem solving.

▶ Personal Skills

KEY SKILLS: Flexible with tasks and times, learn by doing/through practice, good initiative, confident and professional manner, willing to try new things and quick to pick up new skills.

▶ Web Design and Development

DESIGN: Create statics using Adobe Photoshop and Fireworks
LANGUAGES: HTML, CSS, Markdown, PostgreSQL, ActionScript3
LIBRARIES: jQuery
FRAMEWORKS: Twitter Bootstrap
APPLICATIONS: Salesforce
OTHER: Knowledge of WCAG 2.0 (AA), design and implementation of Responsive Web Design, Git / Github and Subversion

▶ Programming Languages

LANGUAGES: Perl, Java

▶ General Computing
APPLICATIONS: Microsoft Office, Apache OpenOffice/LibreOffice
OPERATING SYSTEM: Windows XP-8, Mac OS X 10.6-10.9.4, Fedora, Ubuntu, Android 2.3-4.0, iOS 7

▶ Graphics Design/Illustration

ADOBE CSX: Flash, Photoshop, InDesign, Illustrator, Fireworks
DRAWING TOOLS: FireAlpaca/PaintTool SAI
HARDWARE: Wacom Intuos 4, pen and paper.

▶ Digital Marketing

SOCIAL MEDIA: Twitter, Facebook, Tumblr, Pinterest, Instagram.
WRITING: Blogging, drafting Press/Media Releases.
OTHER: Search Engine Optimisation (meta tags, authentication), maintaining a digital brand

▶ e-Learning Design and Development

APPLICATIONS: Trivantis Lectora Inspire V11 Suite (Lectora, SnagIt, Camtasia), Lectora Online, Coursemill 6.8 LMS

▶ Language Skills

FLUENT: Cantonese (Chinese), English (Australian)
BASIC: Mandarin, Japanese

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>> VOLUNTEER EXPERIENCE

2012, 2014 — CURRENT
▶ **Social Media Co-ordinator**
SMASH INC

Management of team members; social media marketing and promotions (online: Twitter, Facebook, Tumblr, deviantArt; traditional: posters and postcards); conducting website updates/audits; online and face-to-face customer service.

2012 — 2013
▶ **Marketing Director**
SMASH INC

Creating marketing plan; monitoring social media and website updates; online and face-to-face customer service; promotions (online/traditional); staff recruitment, delegation and training.

2010 — 2011, 2012 — 2013
▶ **Secretary**
ANIME@UTS

Being a medium for staff and member interaction; customer service through member signups; meeting minutes; sending official updates (newsletters, website, Twitter, Facebook), calendaring and creating events.

2010, 2011
▶ **General Volunteer (Art/Ticketing Departments)**
SMASH INC

Customer service through scanning tickets for admission/handing out leaflets and pencils; art judging.

2011
▶ **Art Director**
ANIME@UTS

Creating membership card and flyer designs for 2011; creating artwork for merchandise, and creating merchandise; market research; managing art-related events.

2011
▶ **Bandaged Bear Day Volunteer**
CHILDRENS' HOSPITAL AT WESTMEAD

Customer service through sales of fundraising merchandise; promoting Bandaged Bear Day to passersby.

2009-2012
▶ **ABC Exhibition Trailer Volunteer**
AUSTRALIAN BROADCASTING CORPORATION

Customer service providing and applying temporary tattoos, crowd control of queues, troubleshooting trailer software issues.

>> INTERESTS

▶ **New Media**

Multi-platform techniques to deliver new content, web design as an avenue for assisting this delivery, social media to propagate information, nuanced iPad applications.

▶ **Writing**

Creative writing in long or short form, proposal writing for future creative projects, proofreading and editing.

▶ **Design**

Drawing and illustration, designing user interfaces and general web pages, digital photography (macro), 2-D animation, image manipulation through Adobe Photoshop techniques. Designing for accessibility (WCAG 2.0 (Level AA)).

▶ **Cultures**

Foreign languages (Japanese, Mandarin, Korean, German, Spanish), foreign cultures, travel overseas (Asia, Europe, Canada, United States)

▶ **Cloud**

White and fluffy water vapour formations in the sky, Software as a service and XaaS in general, big data and analytics, web server setup and administration.

>> CONTACT

REFERENCES ARE AVAILABLE ON REQUEST

MOBILE	0432 951 661
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WEB	http://claratse.com